

DOWNTOWN COMMISSION RESULTS

Office of the Director
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Tuesday, July 25, 2017

77 N. Front Street, STAT Room (Lower Level)

Planning Division
50 W. Gay St.
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Downtown Commission
Daniel J. Thomas (Staff)
Urban Design Manager
(614) 645-8404
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I. Attendance

Present: Steve Wittmann (Chair); Otto Beatty, Jr.; Kyle Katz;; Robert Loversidge; Mike Lusk; Danni Palmore

Absent: Michael Brown; Tedd Hardesty; Jana Maniace

City Staff: Daniel Thomas; Dan Blechschmidt; Dan Morgan; Dan McCann: Anthony Celebrezze

II. Approval of the June 27, 2017 Downtown Commission Meeting Results

Motion to approve (6-0) KK, OB

III. Certificate of Appropriateness for Prior Reviewed Cases

Case #1 17-7-1

6:30

Address: 395 E. Mound Street

Applicant: The City Dog Daycare, LLC

Becky Hinga

Property Owner: Levine Ohio LLC

Attorney: David Hodge, Underhill & Hodge LLC

Signage: DaNite Sign Co.

Request:

Certificate of Appropriateness for Exterior Improvements to Dog Day Care

*Animal day care or boarding requires Special Use approval from the Downtown Commission, **which was granted at the June meeting.** Property owners within a 125 ft. radius have been notified as recommended by the Commission. part of that approval process.*

Discussion: Signage related to one-way travel on Mound St. RL – not real happy with white plastic back. Set on timer. Also mural painted on north elevation and transfer of awning. Building will be painted taupe, sample provided. 7' high fencing, made of hardiplank (Winchester grey), with sound baffling. It will have no lattice on the top. Outside play area will have rubber tile flooring and will be cleaned daily. Hardiplank planters will also be constructed. KK – concerns about access to some of the parking spaces. DP – move to approve, KK – 2nd.

Result: Motion to approve (6-0)

Case #2 17-7-2

24:30

Location: Franklin University - 201 S. Grant Ave. NW corner of Grant & Mound**Applicant and Design Professional:** Mark Rubich, DaNite Sign Co.**Property Owner:** Franklin University**Request:**

Certificate of Appropriateness for graphics including an LED message center on the northwest corner of Grant Avenue and Mound Street.

This was tabled from last month. See Results below. The revised proposal is significantly different from last month's. Size of the LED remains the same but the sign is now part of a monument sign with a granite base and is 1'-6" shorter.

Discussion: A revised plan, a monument sign with stone base in front of the brick wall, was submitted. Other Franklin signs shown, as well as last month's request. The new monument sign will also have some landscaping around the base. Screen size is roughly 555'H x 10'W and is about the same as the one at Main and Grant. Subject matter will be restricted to Franklin University and will likely be restricted in time of operation. LED are controlled with software and can be limited in terms of brightness. SW – resistant to LED's and continued placement in areas outside of guideline suggestions. Promoting institution is okay but a nice monument sign would be better. An information sign internal to the campus might be a better way of highlighting events. Concerned about proliferation. OB – I share some of these concerns but I'm also sympathetic to the whole marketing aspect of universities. Street appeal is a concern. A – a lot of educational facilities around the metropolitan area and elsewhere are using this medium. The new Mound Street traffic pattern also is a factor. KK – I move for acceptance. DP – 2nd. RL – Concern with brightness and hours, in general. Would you be willing to adjust if and when the Commission formalizes these? A – yes. KK – amends motion to reflect this. Only targeting Franklin.

Result: Motion to approve. (5-1) Wittmann

Case #3 17-7-3

35:00

Address: 290 East Town Street**Architect:** Jennifer Carney (Carney Ranker Architects)**Signage:** Jim Lytle**Property Owner:** OhioHealth Corp.**Request:**

Certificate of Appropriateness for signage related to a prior Commission approved improvement project currently under construction. Signage includes: CC3359.05(C)1)

1. Changing face of Blue Garage projecting sign on Sixth St.
2. Pylon sign at corner of E. Town and Sixth.
3. Family Medicine Grant signs over building entrances at Town and Sixth
4. Ohio Health sign and logo on new turret at the corner of Town and Sixth similar to motif used elsewhere near site by OhioHealth

The Commission heard this project on a conceptual basis in December 2016 and gave final approval in February 2017. The project is currently under construction.

Discussion: Branding matches other locations in the vicinity related to Ohio Health. Large overall facility with need to navigate. RL – refreshingly small and subtle, motion to approve. KK – asked about master plan for Ohio Health and suggest the need for coordination and identity.

Result: Motion to approve (6-0)

IV. Certificate of Appropriateness for New Case - Graphics

Case #4 17-7-4

39:00

Address: One Riverside Plaza

Applicant and Property Owner: American Electric Power (AEP) / Gary Lewis

Request:

Certificate of Appropriateness to change out skyline graphics. CC3359.05(C)1)

Skyline graphics must be approved by the Commission.

American Electric Power has recently changed their logo from the acronym AEP back to American Electric Power. They wish to make changes on their flagship building, particularly the northwest facet. This will increase the overall size of the sign albeit the font will be less.

Discussion: GL – on the NW face of the building AEP plans on changing their sign from “AEP” to “American Electric Power”. The design will go to an open parallelogram (negative space behind the font), as opposed to solid red. Letters on the existing sign are 11 ft., letters on the new will be 9.5 ft. Acronym on the other three sides will remain but with new logo. The parallelogram will be lit in red and the letter fonts will be lit. RL – how will individual letters be in negative space? KK – clarification as to what will and won’t be seen on the tower. The “AEP” on the other three sides will be the same size as the existing. SW – looks okay design wise, but we need to see more detail. The NW sign looks too large. Could it be reduced somewhat? GL – looks larger with background behind it, but we could look into reduction. ML – an actual, scaled elevation with sign would be helpful. Photoshops can be deceiving at times. RL – I objected to the original and it got approved. Still think it is too big. GL – similar to Nationwide. RL – that is too big too. SW – that was one line, this is three. $9.5 + 9.5 + 9.5$. What is your schedule? RL – what happens at the v shaped indentation – the sign will have to structurally span this. GL - Sign will be mounted. Engineering questions. RL – we need to see this. GL – hope to get this done before the end of the year. Production and installation is an issue. Logo is a result of new marketing – “*Boundless Energy*”. RL, KK – like the look, it just seems to be too big. DP – does the new sign affect the lit parapet line? GL – it will stop. SW – this is almost conceptual today – we like the direction and design, we need details. Possibly come back and reduce the size – have some options. KK – come back with these electronically in the next month. Concern with slowing you down- Send to staff for distribution. ML – whoever does the sign will have to do shop drawings. KK – motion to have applicant send revised drawings with alternative sizes and elevation sent to staff for distribution to commission for final concurrence. RL – 2nd

Result: motion to approve pending have applicant send revised drawings with alternative sizes and elevation sent to staff for distribution to commission for final concurrence. (5-1) Loversidge

V. Requests for Certificate of Appropriateness for Advertising Mural

Case #5 17-7-5M

54:20

Hollywood Casino ad mural

Address: 88 E. Broad Street

Applicant and Design Professional: Lamar Advertising

Attorney: Jeff Brown

Property Owner: Broad Third Partners LLC

Request:

Design review and approval for installation of a vinyl mesh advertising mural to be located on the west elevation of 88 E. Broad Street. Proposed mural – Hollywood Casino. CC3359.05(C)1)

This is the first non- administratively approvable site brought to the Commission since City Council approve legislation went into effect in late March of 2017. Commission approval of this is now based upon appropriate place and size. If approved, this site will be added to the list of administratively approval sites based upon the criteria of % text and logo being under 15%. The U.S. Supreme Court ruling of the Arizona case has affected content based criteria.

Discussion: Staff – last Submission (and approval) at this site was in Dec. 2008 for Maker’s Mark. JB – trying to reactivate an already approved site. The location already has clips. Side wall facing a parking lot. Seen only from eastbound Broad direction. Other locations around Capitol Square named, as well as LED’s. Banner complies with new text standards. The new standards does not have criteria for new locations. This one is consistent with other locations that have been approved in the vicinity. No windows on this side. RL, ML – some other building planned or expansion to the west as an option. JB – secondary side that sooner or later would be covered. SW – we have been reluctant to put graphics on Capitol Square. This western façade as a whole has a composed, finished quality. Not proverbial blank wall. Also not interested in doing a 180 ft. tall mural. KK – side wall should be whole and not cluttered. Any size would not be right. RL – scale issue alone, in relationship to the smaller buildings to the west, is very disturbing. JB – would be willing to have a dialogue in terms of the size. The clips were at this location. KK – new legislation has made a difference – if this is approved its effect will be permanent. ML – content won’t be a factor. JB – free speech law case has expanded. What standards are you looking at and how will you evaluate. RL – we’re not necessarily bound by precedence. These will be unique decisions. JB – the new legislation should have reflected criteria, including locations. I’m trying to figure out what to bring back. SW – ready to vote. JB – would like to look at options.

DP – Concerns with other Hollywood Casino ad mural on Spring St.

Result:

No vote taken. Tabled by request of applicant.

Dimensions of mural: 31’W x 180’H, non-lit

Term of installation: Seeking approval from August 13 through November 13, 2017

Area of mural: 5,580sf

Approximate % of area that is text: 5.8%

VI. Conceptual Review

Case #6 17-7-6

1:07:30

Address: 230 E. Long Street

Applicant and Design Professional : Jonathan Barnes Architecture and Design

Property Owner: Charles Street Investment Partners LLC (Denver)

Request:

Conceptual Review for 6-story Mixed Use Building – Ground Floor Parking and Retail, Upper 5 Floors - Apartments

Discussion: Staff – large site, a lot of background information provided by applicant, who is seeking some guidance. New information handed out. JB – clients are out of town developers from Denver. Columbus is emerging as a top place for development. SM - 230 cars currently on site. Maximize storefront on Long. Phased development – retail will expand. Long Street clustering. Automated parking a possibility, depends on demand. Does not want to have empty retail. KK – possibility of live-work. SW – waiting for something to look at. What do you want from us at this time? It's sketchy right now; don't have a problem with the general nature. RL – what are you going to do with a building that long. JB – possibility of broken courtyards. KK – we had that challenge on Indianola. JB – dealing with the evolving character of Long Street. Single owners as single projects – possible monotony. What used to be blocks with numerous smaller buildings. Across street – two big buildings that are identical. Making one project more varied. ML – 85-11 N High is an example. JB – concern with ersatz. KK – Large or small indentations will really help.

Result: For feedback only, no vote taken.

VII. Business / Discussion

1:21:30

- **Marijuana dispensary discussion, Anthony Celebrezze** – preliminary hearing. Limited thru 2018. Map with restrictions. Locations throughout state with possibility of downtown locations. State rules regarding location, signage, etc. DP – outreach should be considered.
- **Arnold Court at Convention Center**
- **LEDs are coming**
- **Submission quality** – saying no if necessary

Staff Certificates of Appropriateness have been issued since last notification (May 23, 2017)

Ad Mural – ***Bold & Italics***

1. 215 N. Fourth St. – Wolf's Ridge – Roof
2. Normandy – Sixth Street Mews – Lot split
3. 223 E. Town St. – Woodbury Coffee Café – Signage
4. 132 S. High St. – Condados – Sidewalk café referral
5. 235 N. Fourth St. – (Weisheimer Bldg.) – Express Studio banner
6. 136 E Broad St. – Athletic Club doors
7. 34-38 W. Gay St. – windows on Wall St.

Next regular meeting will be on August 22, 2017, the fourth Tuesday of the month (four weeks away).

If you have questions concerning this, please contact Daniel Thomas, Urban Design Manager, Planning Division at 614-645-8404.

1:54:30